

Message Text

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PAGE 01 STATE 163747

64

ORIGIN COME-00

INFO OCT-01 ARA-16 ADP-00 EB-11 USIA-15 RSC-01 /044 R

66650

DRAFTED BY: COM/DIBA/OIM/CPRINDEVILLE/DW

APPROVED BY: EB/CBA - DANIEL M. SEARBY

COM/DIBA/OIM/RGARNITZ

COM/DIBA/OIM/PD/MRENNERT

COM:DIBA/OIM/BCAHILL

USIA/IOP-C/JNOVICK (IN DRAFT)

COM/DIBA/OIM/RSMITH

OED/DIBA/MWELLS

OIFI/DIBA/BLEE

STATE/NLAKAS

STATE/ARA/ROGERS

STATE/LA/SLATTERY

----- 116570

R 171916Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY BRASILIA

INFO AMCONSUL BELEM

AMCONSUL PORTO ALEGRE

AMCONSUL RECIFE

AMCONSUL RIO DE JANEIRO

AMCONSUL SALVADOR

AMCONSUL SAO PAULO

UNCLAS STATE 163747

TAGS: BEXP, BR

SUBJECT: STATE/COMMERCE/USIA SPECIAL WORKING GROUP

1. SUBJECT GROUP CONVENED AUGUST 3 TO STUDY PROPOSED
OUTLINE OF SPECIAL MARKETING PROGRAM ENCOMPASSING ALL
REASONABLE APPROACHES TO ACHIEVING SUBSTANTIAL INCREASES
IN U.S. EXPORTS TO BRAZIL. GENERALLY SIMILAR PROGRAM
ALREADY PREPARED FOR JAPANESE MARKET, AND DEPARTMENT
ANTICIPATES DIVISING LIKE PROGRAM FOR WEST GERMANY AND
PERHAPS FOURTH COUNTRY.

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2. PLAN IS TO COMPLETE BASIC PROGRAM PAPER IN NEXT 3-4 WEEKS AND SEND TO EMBASSY FOR COMMENTS. AT SAME TIME WORKING GROUP WILL SEEK OTHER AGENCY INPUT. FOLLOWING FINAL PLAN APPROVAL, GROUP WILL MONITOR IMPLEMENTATION, WITH MODIFICATION POSSIBLE AS CIRCUMSTANCES CHANGE. EMPHASIS, WILL BE ON EXPLOITATION OF IMMEDIATE AND UNUSUAL OPPORTUNITIES IN BRAZILIAN MARKET FOR RAPID EXPANSION OF U.S. EXPORTS.

3. OIM ASSISTANT DIRECTOR MURRAY RENNERT WILL CHAIR WORKING GROUP, WITH MEMBERSHIP FROM STATE/EB AND ARA; COMMERCE/OIM, OITP, OIFI AND OED; AND USIA.
ROGERS

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Message Attributes

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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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30 JUN 2005

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TAGS: BEXP, BR
To: BRASILIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005